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## **Print Media with Embedded Messages for Controlling Printing**

### ***Abstract of the Disclosure***

The disclosure describes technology for determining print media attributes and adjusting printer parameters using control data embedded in the print media. In particular, a message embedded in the paper conveys information to the printer about paper characteristics. A printer, or other device with printing capability (e.g., fax machine, scanner, copier, etc.) has a sensor for capturing a representation of the message signal and a decoder for decoding printer control information from the message signal. A control unit in the printer interprets this information and uses it to adjust operation of the printer.

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